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structure being encoded to enable a customer to perform an automated order entry process, the data structure comprising:

a catalog header record portion;

a system identification portion, the system identification portion including a system type indicator, the system type indicator indicating whether a system is one of a bundled system and a custom system; and

a system option record portion.

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2. (As Filed) The data structure of claim 1 wherein the catalog header portion applies to an entire catalog.

3. (As Filed) The data structure of claim 1 wherein the system identification record portion includes a plurality of business rule elements that apply to a particular system.

4. (As Filed) The data structure of claim 3 wherein the plurality of business rule elements include a system identification element, the system identification element providing a manufacturer assigned unique identifier.

5. (As Filed) The data structure of claim 3 wherein the plurality of business rule elements include a system identification effective date element, the system identification effective date element providing an effective date that a particular configuration is allowed to be purchased.

6. (As Filed) The data structure of claim 3 wherein the plurality of business rule elements include a system identification action element, the system identification action element programmably informing a customer what function to perform on a system.

7. (As Filed) The data structure of claim 6 wherein the functions to be performed include an add function, a replace function and a discontinue function.

8. (As Filed) The data structure of claim 1 wherein the system option portion includes a plurality of relationship indicator elements.

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9. (As Filed) The data structure of claim 8 wherein the plurality of relationship indicator elements include a relationship identification element, the relationship identification element providing an indicator that communicates for a component, a relationship of the component to other components.

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